TABLE OF CONTENTS

3 Overview
   Methodology

5 Categories
   Popular Categories
   Trending Categories

8 Brands
   Popular Brands
   Trending Brands

11 Departments
   Men
   Home
   Luxury

17 Trendspotting
   Stay-at-Home Style
   ‘90s Nostalgia
   Home Court Advantage
   Top Chef

23 #PoshStyle
OVERVIEW
Welcome to The Poshmark Trend Report, your go-to guide for seasonal data and insights. This report is based on order volume featuring trending brands and categories, department highlights, #PoshStyle straight from you (our community), and so much more. In Issue #1, we’re highlighting summer trends and data from August 2020.

The Trend Report was designed to help you make informative business decisions while sourcing inventory and broaden your knowledge of trending items. It has everything you need to know and more!

Featured: @miashopss, @myclementinela, @renniペンni, @goodjobshome, @yaldah, @amberlily24, @hykwest, @beaufrank, @lifeofthepardee, @secondarygoods, @curvescollection, @wethouflee, @alyssajanssen, @tonyamjedd2, @julesniiche, @merlebogue, @cheriestyle, @foundbymaddi, @curvescontour, @sneak_shop, @anabelthfuller, @ericmobrien, @lindsaynicolepn, @sunsummer, @sheelagoh, dmontessandoval
METHODOLOGY

Popular Categories
Top-selling categories in August 2020. Top sellers are defined by order volume.

Trending Categories
High-growth categories in August 2020 is defined by the percentage growth in order volume compared to the previous year.

Popular Brands
Top-selling brands in August 2020 defined by order volume.

Trending Brands
High-growth brands in August 2020 is defined by the percentage growth in order volume compared to the previous year.
CATEGORIES
POPCULAR CATEGORIES

1. Tank Tops
2. T-Shirts
3. Blouses
4. Leggings
5. Mini Dresses & Skirts
6. Sandals
7. Midi Dresses & Skirts
8. Sneakers
9. Bikinis
10. Athletic Shorts

Featured: @promisekeepers, @fashgboutique, @julesjac, @taneishagwcv
TRENDING CATEGORIES

1. Pajamas
2. Bikinis
3. Crop Tops
4. Track Pants & Joggers
5. Jumpsuits & Rompers
6. Cargo Shorts
7. Jean Shorts
8. Hats
9. Overalls
10. One-Piece Swimwear

Featured: @alyalexander88, @cykeem
BRANDS
POPULAR BRANDS

1. lululemon athletica
2. Nike
3. Free People
4. Victoria's Secret
5. American Eagle Outfitters
6. PINK Victoria's Secret
7. Coach
8. J. Crew
9. Anthropologie
10. Old Navy

Featured: @robbiesue, @themazyckbts, @vlenis
TRENDING BRANDS

1. ZYIA
2. Balance Athletica
3. LoveShackFancy
4. Peloton
5. Princess Polly
6. FIGS
7. Acacia Swimwear
8. Wild Fable
9. Ed Hardy
10. Aerie

Featured: @moriespatricia, @meganbabe, @patronsii,b, @thrifted_away
DEPARTMENTS
MENS

From sneakers to suits and everything in between, these are the best-selling categories and brands in the Men’s department. PLUS—checkout the trending categories and brands that saw the most growth compared to this time last year.

Popular Categories:

1. Short-Sleeve Tees
2. Sneakers
3. Athletic Shoes
4. Casual Button-Down Shirts
5. Polos
6. Hats
7. Sweatshirt & Hoodies
8. Athletic Shorts
9. Long-Sleeve Tees
10. Sweatpants & Joggers

Trending Categories:

1. Jean Shorts
2. Hybrid Shorts
3. Athletic Shorts
4. Cardigan Sweaters
5. Athletic Socks
6. Hats
7. Sandals & Flip-Flops
8. Flat-Front Shorts
9. Jewelry
10. Board Shorts

Featured: @cakestreetaz, @leigh_farrell, @saleryanddip, @shaunielately
**MENS**

**Popular Brands:**

1. Nike
2. adidas
3. Polo by Ralph Lauren
4. Jordan
5. Under Armour
6. NBA
7. lululemon athletica
8. Levi’s
9. Vans
10. American Eagle Outfitters

**Trending Brands:**

1. NBA
2. MLB
3. New Era
4. Gildan
5. Abercrombie & Fitch
6. Jordan
7. Hurley
8. NFL
9. Puma
10. Volcom

Featured: @dealalleyofusa, @kbrownia16, @happybeachlife, @adisonmosida
HOME

Home has been a growing department on Poshmark since it officially launched in 2019. In this issue, we’re featuring best-selling brands and categories as well as those that saw the highest growth rate compared to last year.

Popular Categories:
1. Decor
2. Coffee & Tea Accessories
3. Drinkware
4. Candles & Holders
5. Art & Decals
6. Blankets & Throws
7. Accent Pillows
8. Holiday Decor
9. Food Storage
10. Kitchen Tools

Trending Categories:
1. Table Linens
2. Shipping Supplies
3. Cookware
4. Vases
5. Cookbooks
6. Ornaments
7. Bakeware
8. Cooking Utensils
9. Serveware
10. Kitchen Linens

Featured: @emmymarucci, @styledbymargo, @lindsaynicolepm, @dominobk, @urbanite_12
HOME

Popular Brands:

1. Rae Dunn
2. Disney
3. Starbucks
4. Anthropologie
5. Bath & Body Works
6. Kate Spade
7. Pottery Barn
8. Urban Outfitters
9. Target
10. Pier 1

Trending Brands:

1. The Pioneer Woman
2. Hallmark
3. Tupperware
4. Opalhouse
5. Hearth & Hand
6. Bath & Body Works
7. Hobby Lobby
8. Longaberger
9. Starbucks
10. Target

Featured: @ejcwifey, @ellapodrez, @anatasha79, @talkativefabric
LUXURY

If you’re ready to live your best (luxe) life, then you’re in the right place! Here are the top-selling categories and brands from luxury designers that were trending in August 2020.

Popular Brands:

1. Louis Vuitton
2. Gucci
3. CHANEL
4. Christian Louboutin
5. Burberry
6. Tiffany & Co.
7. Prada
8. Dior
9. David Yurman
10. Hermes

Trending Brands:

1. Jay Strongwater
2. Technomarine
3. Buscemi
4. R&Y Augousti
5. Mariposa
6. Ann Demeulemeester
7. Loewe
8. Nordic Ware
9. Agent Provocateur
10. Jerome Dreyfuss

Featured: @luigi_nyc, @suesue_fashion, @nyc_thetrend, @tiffanyandlove
TRENDSPOTTING
Stay-at-Home Style is all about comfortable (and stylish!) staples while staying safe at home. From livestreaming classes and Zoom meetings to virtual hangouts, this has all become a part of our new daily norm. We’re living in a virtual world, which is why we’ve taken a “waist-up” approach to fashion. Tops such as tees, tanks, and blouses paired with leggings and sneakers have grown to be a winning combination. Ultimately, both loungewear and athleisure continue to be the most popular styles to shop.

Featured: @shopwindypeak, @jmhposish
'90s Nostalgia

‘90s Nostalgia takes us back to the days of music television and watching TRL after school. From staples like track pants, cargo shorts, and overalls, we’re living for this throwback...someone tag us in your Dior Saddlebags on Poshmark, we love them!

CATEGORIES
1. Crop Tops
2. Tracks Pants & Joggers
3. Cargo Shorts
4. Hats
5. Overalls

Featured: @g_soup_project, @annniee, @hayley_rainbolt
With the much anticipated return of sports, we are seeing a rise of popular fan apparel across basketball, baseball, and football. Fans can’t wait to rep their favorite teams in apparel like shirts, shorts, and hats, even if they’re cheering on their teams from home.

BRANDS
1. NBA
2. MLB
3. NFL
4. New Era

Featured: @swayvintage
As we continue to shelter-in-place in many cities, people have been all about getting creative in the kitchen and elevating their dining spaces—anyone else take on bread making? The popularity of cooking and baking can be seen in an increase in kitchenware, bakeware, cookware, and more. We’re even seeing a nod to vintage pieces from brands like Tupperware.

**CATEGORIES**
1. Table Linens
2. Cookware
3. Cookbooks
4. Bakeware
5. Cooking Utensils
6. Serveware
7. Kitchen Linens

**BRANDS**
1. The Pioneer Woman
2. Tupperware
3. Hearth & Hand

Featured: @lavenviolette, @dai_dacon, @namukale604
No matter the time, place, or occasion you better believe that Poshers are always on top of their game when it comes to rocking the latest trends and serving up major looks. Take a glance at some of our favorite #PoshStyle looks from the community—you guys take trendsetting to the next level! Be sure to tag us on social using #PoshStyle to show off your favorite outfits (you might even be featured!).

Featured on Instagram: @evie_spice, @poshshawnykm, @jaycafeoycatreads, @woodwearitagain
#POSHSTYLE
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Featured on Instagram: @chante_allday, @pixieandcurls, @acostypearl, @chevysvintage